

1 of 15

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

$$SC = *$$

ISSUED TO SHOW RATES REVISED TO CLEAR
TOTAL = \$4790
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program
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*1	TH	12P-1P	BETTER TV
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Rating: 0.2

Sales Remark: V3 NA
V3 Comment Changed, Spots/week changed

*2	F	12P-1P	BETTER TV
Rating: 0.2			

Sales Remark: V3 RATE REV
V3 Comment Changed, Rate Changed

*3	M	12P-1P	BETTER TV
Rating: 0.2			

Sales Remark: V3 NA
V3 Comment Changed, Spots/week Changed

~~*4~~ TU 12P-1P BETTER TV
Rating: 0.2

Sales Remark: V3 RATE REV
V3 Comment Changed, Rate Changed

*5 W 12P-1P BETTER TV
Rating: 0.2

Sales Remark: V3 BA
V3 More than 2 codes changed

Rep Order# 6867469 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/25/2012 1:04 PM
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Showing Buylines: All Rep Revised Lines

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Station WOTV-TV GRAND RAPIDS/KALAMAZO
Advertiser () BILL FARMER STATE R
Product Political
Estimate# 2518
Buyer Erica Corso
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE, N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 433/438/2518
Flight Dates 10/25/2012 - 11/05/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	TH	12P-1P	BETTER TV	:30	\$75.00	11/01-11/01	1	1	1	\$75.00	
Rating: 0.2				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*7	F	12P-1P	BETTER TV	:30	\$15.00	11/02-11/02	0	0	0	\$0.00	
Rating: 0.2				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Spots/week Changed								
	*8	M	12P-1P	BETTER TV	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
Rating: 0.2				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*9	TH	10A-11A	WENDY WILLIAMS	:30	\$15.00	10/25-10/25	0	0	0	\$0.00	
Rating: 0.1				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								
	*10	F	10A-11A	WENDY WILLIAMS	:30	\$75.00	10/26-10/26	1	1	1	\$75.00	
Rating: 0.1				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*11	M	10A-11A	WENDY WILLIAMS	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
Rating: 0.1				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*12	TU	10A-11A	WENDY WILLIAMS	:30	\$15.00	10/30-10/30	0	0	0	\$0.00	
Rating: 0.1				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								

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Advertiser () BILL FARMER STATE R
Product Political
Estimate# 2518
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*13	W	10A-11A	WENDY WILLIAMS	:30	\$75.00	10/31-10/31	1	1	1	\$75.00	
	Rating: 0.1											
				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*14	TH	10A-11A	WENDY WILLIAMS	:30	\$15.00	11/01-11/01	0	0	0	\$0.00	
	Rating: 0.1											
				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								
	*15	F	10A-11A	WENDY WILLIAMS	:30	\$75.00	11/02-11/02	1	1	1	\$75.00	
	Rating: 0.1											
				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*16	M	10A-11A	WENDY WILLIAMS	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
	Rating: 0.1											
				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*17	TH	9A-10A	TRISHA GODDARD	:30	\$20.00	10/25-10/25	0	0	0	\$0.00	
	Rating: 0.8											
				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								
	*18	F	9A-10A	TRISHA GODDARD	:30	\$60.00	10/26-10/26	1	1	1	\$60.00	
	Rating: 0.8											
				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*19	M	9A-10A	TRISHA GODDARD	:30	\$20.00	10/29-10/29	0	0	0	\$0.00	
	Rating: 0.8											
				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								

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Rep Firm	
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Drinking water

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Buyer Erica Corso
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Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*34	F	3P-4P	STEVE HARVEY	30	\$75.00	10/26-10/26	1	1	1	\$75.00	
Rating: 0.3				Sales Remark: V3 RATE REV V3 Comment Changed, Rate Changed								
	*35	M	3P-4P	STEVE HARVEY	30	\$25.00	10/29-10/29	0	0	0	\$0.00	
Rating: 0.3				Sales Remark: V3 NA V3 Comment Changed, Spots/week Changed								
	*36	TU	3P-4P	STEVE HARVEY	30	\$75.00	10/30-10/30	1	1	1	\$75.00	
Rating: 0.3				Sales Remark: V3 RATE REV V3 Comment Changed, Rate Changed								
	*37	W	3P-4P	STEVE HARVEY	30	\$25.00	10/31-10/31	0	0	0	\$0.00	
Rating: 0.3				Sales Remark: V3 NA V3 Comment Changed, Spots/week Changed								
	*38	TH	3P-4P	STEVE HARVEY	30	\$25.00	11/01-11/01	0	0	0	\$0.00	
Rating: 0.3				Sales Remark: V3 NA V3 Comment Changed, Spots/week Changed								
	*39	F	3P-4P	STEVE HARVEY	30	\$75.00	11/02-11/02	1	1	1	\$75.00	
Rating: 0.3				Sales Remark: V3 RATE REV V3 Comment Changed, Rate Changed								
	*40	M	3P-4P	STEVE HARVEY	30	\$75.00	11/05-11/05	1	1	1	\$75.00	
Rating: 0.3				Sales Remark: V3 RATE REV V3 Comment Changed, Rate Changed								

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3-2-2-

Sales Remark: V3 NA
V3 Comment Changed, Spots/week Changed

Sales Remark: V3 RATE REV
V3 Comment Changed, Rate Changed

Sales Remark: V3 RATE REV
V3 Comment Changed, Rate Changed

Sales Remark:	V3 NA
V3 Comment	Changed, Spots/week Changed

Sales Remark:	V3 RATE REV
V3 Comment Changed.	Rate Changed

Sales Remark:	V3 NA	V3 Comment Changed Spots/week Changed

Sales Remark:	V3 RATE REV
V3 Comment Changed	Spots/week Changed

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Daypart

V3 Comment Changed, Rate Changed

50.00

Sales Remark: V3 NA

\$0.00

Sales Remark: V3 NHA

\$0.00

Sales Remark: V3 NA

\$200.00

Sales Remark: V3 RATE REV

\$0.00

Sales Remark: V3 NA

\$0.00

Sales Remark: V3 NA

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Advertiser () BILL FARMER STATE R
Product Political
Estimate# 2518
Buyer Erica Corso
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE, N.W., SUITE 210
WASHINGTON, DC 20001
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Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*76	M	7A-9A	GMA	:30	\$100.00	11/05-11/05	1	1	1	\$100.00	
Rating: 0.5				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*77	SU	9A-10A	THIS WEEK	:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
Rating: 1.0				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*78	SU	9A-10A	THIS WEEK	:30	\$75.00	11/04-11/04	0	0	0	\$0.00	
Rating: 1.0				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								
	*79	SU	630P-7P	SUNDAY 6P NEWS	:30	\$75.00	10/28-10/28	0	0	0	\$0.00	
Rating: 0.7				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								
	*80	SU	630P-7P	SUNDAY 6P NEWS	:30	\$300.00	11/04-11/04	1	1	1	\$300.00	
Rating: 0.7				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								
	*81	TH	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/25-10/25	0	0	0	\$0.00	
Rating: 0.5				Sales Remark: V3 NA								
				V3 Comment Changed, Spots/week Changed								
	*82	F	6P-630P	NEWS 8 AT 6PM	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
Rating: 0.5				Sales Remark: V3 RATE REV								
				V3 Comment Changed, Rate Changed								

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Product Political
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*90	M	10P-11P	CASTLE	:30	\$250.00	11/05-11/05	0	0	0	\$0.00	
Rating: 1.7												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

	*91	M	8P-10P	DANCING W/ STARS	:30	\$500.00	10/29-10/29	0	0	0	\$0.00	
Rating: 2.4												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

	*92	M	8P-10P	DANCING W/ STARS	:30	\$500.00	11/05-11/05	0	0	0	\$0.00	
Rating: 2.4												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 44 / \$4,790.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$1,135.00 Nov 12: 33 / \$3,655.00

Sales Totals: 44 / \$4,790.00

Station Totals: 44 / \$4,790.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$4,790	CATV 0%	WOOD 0%	WOTV 100%	WMWT 0%	WXMI 0%
		WXSP 0%	WZPX 0%	WZZM 0%		

Books null
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE